

EC'd Yes Last Received: 09/17/2012 4:24 PM Showing Buylines: All Lines

Station WVBT-TV NORFOLK, VA. Agency () WATERFRONT STRATEGIES Rep Firm) PHILADELPHIA
Advertiser () SEIU 3050 K ST NW Sales Office ()
Product S.E.I.U. WASHINGTON, DC 20007 Salesperson () ANJIE BRADY
Estimate# 1432 Agency C/P1/P2/E 79/86/1432 Salesperson Phone# 215-567-6005
Buyer DAN NAGELBERG Flight Dates 09/18/2012 - 09/24/2012 Salesperson FAX# 215-567-5938
Phone# Hiatus Weeks
Fax#

--- CONTRACT COMMENT ---
CLIENT: SERVICE EMPLOYEES INTERNATIONAL UNION SC=*

--- REMARKS ---
THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$8950
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA
*
**REPLACES HMP HL# 6847485

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU-F	10A-11A	Millionaire	:30	\$100.00	09/18-09/21	3	1	3	\$300.00	
				Buyline Comment: MILLIONAIRE								
	2	TU-F	7P-730P	TMZ ON TV	:30	\$400.00	09/18-09/21	2	1	2	\$800.00	
				Buyline Comment: TMZ ON TV								
	3	M	9P-10P	MOB DOCTOR	:30	\$2,000.00	09/24-09/24	1	1	1	\$2,000.00	
				Buyline Comment: MOB DOCTOR								
	4	W	8P-10P	THE X FACTOR	:30	\$2,500.00	09/19-09/19	1	1	1	\$2,500.00	
				Buyline Comment: THE X FACTOR								
	5	SA	11P-1130P	SATURDAY LATE NEWS	:30	\$1,000.00	09/22-09/22	1	1	1	\$1,000.00	
				Buyline Comment: SATURDAY LATE NEWS								
	6	TU-F	4P-5P	STEVE WILKOS	:30	\$250.00	09/18-09/21	3	1	3	\$750.00	
				Buyline Comment: STEVE WILKOS								
	7	M	4P-5P	STEVE WILKOS	:30	\$250.00	09/24-09/24	1	1	1	\$250.00	
				Buyline Comment: STEVE WILKOS								

EC'd Yes Last Received: 09/17/2012 4:24 PM Showing Buylines: All Lines

Station WVBTV-TV NORFOLK, VA. Agency () WATERFRONT STRATEGIES Rep Firm) PHILADELPHIA
Advertiser () SEIU 3050 K ST NW Sales Office ()
Product S.E.I.U. WASHINGTON, DC 20007 Salesperson () ANJIE BRADY
Estimate# 1432 Agency C/P1/P2/E 79/86/1432 Salesperson Phone# 215-567-6005
Buyer DAN NAGELBERG Flight Dates 09/18/2012 - 09/24/2012 Salesperson FAX# 215-567-5938
Phone# Hiatus Weeks
Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
	8	M	10P-1045P	LATE NEWS	:30	\$1,200.00	09/24-09/24	1	1	1	\$1,200.00	
Buyline Comment: LATE NEWS												
	9	TU-F	1130P-12A	DISH NATION	:30	\$150.00	09/18-09/21	1	1	1	\$150.00	
Buyline Comment: DISH NATION												

---REPORT TOTALS---

Report Totals: 14 / \$8,950.00

---SALES MONTHLY TOTALS---

Sep 12: 14 / \$8,950.00
Sales Totals: 14 / \$8,950.00
Station Totals: 14 / \$8,950.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$89,500	CATV 0%	WAVY 36%	WGNT 1%	WPXV 0%	WTKR 19%
		WTVZ 5%	WVBT 10%	WVEC 29%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE